

THE CAMPBELL PRESS

AND THE VALLEY ECHO

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Current Events Interpreted

STOCKS BOIL UPWARD

Wall Street stocks have been snorting along on a skyseeking splurge during the past week or so in the heaviest sustained trading for a number of years, and while the layman may know little of it and care even less, there are aspects to the situation that might very well affect him no little. Is the rise of stock prices, accelerated now after months of steady advance, a reaction to approaching inflation, or is it based on sound business recovery? Find the answer to this question, and you will have an excellent idea of what is in store for America in the way of prosperity or the lack of it. Last week's upswing especially had market observers groping for answers—and when this happens it is time to look for evidences of inflation. What is inflation, exactly, and why is it dreaded? Well, it is nothing more nor less than a boom built on sentiment, without firm foundation in the bedrock of sound business conditions. Prices rise, wages go up, corporations overcapitalize by selling flocks of bonds without sufficient assets back of them, banks lend money freely without checking collateral to be sure it is sound, and the merry chase continues—all on an abundance of borrowed money. Like a flock of sheep, people chase the rainbow, hypnotized against realization that it is not a pot of gold they will find eventually, but a sorry day of reckoning.

IS IT INFLATION?

Conditions today, as several leading economists have recently pointed out, are ripe for an inflation orgy. Huge funds are piled up in banks throughout the country. Deposits are, as a matter of fact, at the highest point in American history. Should bankers begin to employ these funds a little more carelessly, and if this movement gained momentum on the resulting build-up of boom-time sentiment, we would be well on our way to inflation which, once begun, is virtually unstoppable. Unstopped, it leads inevitably to a crash, deflation, depression, as soon as some big participant in the money madness comes face to face with the fact that what has been borrowed must be paid back, and that he has been riding on a bloated bubble of bullish sentiment. Some commentators place faith in our new government regulations designed to prevent inflation and to keep the nation's finances on a balance with its actual wealth. The new securities act is supposed to control bond issues, and the new banking act is supposed to give the federal reserve board rigid control over credit. But we have still to see how these laws will stand the test facing a boom-minded nation with the bit in its teeth. Scrupulously administered, they might prove to be the right medicine. Applied in mediocre fashion—well, it's a question.

BUSINESS IS GOOD

All this is not to say that the current bull market is an indication that inflation is on its way. It may be only a hint. It may, on the other hand, be merely a reflection of genuinely improved conditions. Corporation profits this year have been encouraging. Moody's investors' service reports that the earnings of 70 industrial firms for the first nine months of 1924 have gained 17.2 over last year. In the third quarter alone, earnings rose by 20.3 per cent over the third quarter of 1923. Substantial recovery has been achieved in agricultural implements, automobiles, chemicals, electrical equipment, electric power and light, machinery and tools, motion pictures, office equipment, steel and telephones. The building industry, particularly in the residential field, has shown sharp gains. Less spectacular recovery has come to copper, cotton goods, meat packing, oil, radio, retail trades, shoes and leather, silk and wool. Bank clearings, according to Dun & Bradstreet, rose last week to a level 27.5 per cent above that for a similar period last year, and were higher than for any corresponding week since 1920. Some credit for

Mrs. J. C. Ainsley, Daughters Give Charming Lunch

Quite the loveliest of parties was the bridge luncheon given Friday afternoon by Mrs. John C. Ainsley, Mrs. William N. Lloyd and Mrs. Gordon Ainsley at the former's spacious home on Hamilton avenue. Places were arranged at a long table in the dining room and at small tables in the living room.

The dining table was covered with a beautiful cut Madeira cloth over gold, and the decorations elicited many comments. At either end of an artistically arranged oval of fall fruits and colored leaves were glass holders filled with brilliant tuberous begonias.

Lace cloths over gold were used on the small tables on each of which was a novelty flower holder in the popular white, containing small chrysanthemums.

The rooms were lovely with bouquets of large varieties of chrysanthemums and dahlias, many of them from the garden of Mrs. E. R. Kennedy.

Contract was played following the luncheon, with Franciscan pottery coffee jugs as the pretty table prizes.

Fine Prizes for PTA Card Party

Mrs. F. A. Jacobsen, chairman of the card party sponsored by the Campbell union grammar school P. T. A., called a meeting of the executive board on Monday to discuss last-minute details of the party.

The teachers of the association have promised a turkey as a door prize, and many interesting prizes have been donated by members of the unit.

The party will be held on Friday, Nov. 1, at 8 o'clock in the grammar school. Both bridge and whist will be played. The public is cordially invited.

The next regular meeting of the association will be held on Tuesday, Nov. 5, at 3 o'clock. Dr. J. B. Josephson, prominent bone surgeon, will be the speaker of the day.

All members and prospective members are urged to attend.

Noethigs Return From Honeymoon

Mr. and Mrs. William Noethig, whose wedding was one of the loveliest of the many beautiful church ceremonies performed in San Jose during the fall season, have returned from a honeymoon trip north. They are cozily domiciled in the C. E. York cottage on Quito road.

Mrs. Noethig is a San Jose girl and William is the son of Mr. and Mrs. William F. Noethig of Payne avenue, is a graduate of Campbell high school, and is employed by the Standard Oil company in Los Gatos. The newlyweds are extended a welcome to our community.

this performance, of course, belongs to the more active stock market dealings.

AND THE WAR AGAIN

Unquestionably we are on the way toward better times, but the problem is to fight our way steadily and soundly up the trail and not to chase a will o' the wisp that leads to perilous peaks and thence to a disastrous crash into the depths. Incidentally, one of the triggers that released the flood of stock buying on Wall street was news of new peace hopes for Europe. The world is hoping the stock market has interpreted that situation correctly, but the most shrewd observers are keeping their fingers crossed. Italy may be ready to stop her campaign in Ethiopia, but will the concessions there that are satisfactory to Il Duce be satisfactory also to Haile Selassie? Already he has said not. Britain may have demonstrated her superiority in the Mediterranean, but will she be satisfied with this? Certain she cannot withdraw completely now, while Mussolini and Selassie are still at loggerheads, after having led the demand of the League of Nations for peace.

Wood Elected Pres. Principals' Association

The Santa Clara County High School Principals' association and the Santa Clara County High School Athletic league executive committee held a joint meeting on Monday evening, Oct. 28, at the YWCA building in San Jose. Coach Ralph Noddin and Lloyd K. Wood represented the local high school at this meeting.

It was decided to abandon the use of the tip-off in league basketball games. This will make the Santa Clara county league conform to the present Pacific coast custom.

The principals' association held election of officers. Lloyd K. Wood of Campbell was elected president and S. J. Brainerd of Santa Clara was elected secretary of the association. The next meeting of the organization will be held during institute week, in San Jose.

Methodist Ladies Planning Supper And Bazaar 15ht

The bazaar upon which the ladies of the Methodist church have been concentrating their efforts for several months will be held in the parlors of the church the afternoon and evening of Friday, Nov. 15.

Attractive booths will display a variety of fancy articles, aprons, plants and good things to eat.

At 6:30 a dinner will be served and later in the evening there will be a program of entertainment arranged by Miss Ruby Howes, Mrs. Archie Keesling and Mrs. Freeman Howes.

Hallowe'en Motif Used at Luncheon

Mrs. J. E. Palmer and Mrs. Muriel Palmer Rudolph presided as joint hostesses over a dainty bridge luncheon Wednesday for a group of their Campbell friends, at the home of Mrs. Rudolph on Hester avenue, San Jose.

Guests were seated at one long table and two smaller ones, each covered with a dainty-colored linen cloth.

The Hallowe'en motif was used in part of the decorations, the place and score cards. A long basket massed with small yellow chrysanthemums formed the centerpiece for the dining table, with tall orange tapers at either end.

Contract bridge was enjoyed after the luncheon hour.

Noted Intellectuals Endorse Anti-War, Fascism Congress

Charles Erskine Scott Wood, outstanding American poet, and Prof. Guido Marx of Stanford university, have joined a growing list of prominent men and women endorsing the San Jose regional conference called by the League Against War and Fascism for Nov. 24, which is to be held in the San Jose Labor Temple.

Backed by numerous trade unions, student organizations, religious groups, and liberal and progressive forces, the conference will undertake a vigorous campaign against war and in defense of American democratic traditions and liberties. Unity on the strongest possible minimum program will be the keynote of the conference, and all delegates will be enjoined to participate freely in discussing and formulating a common plan of action.

Delegates from all organizations in the region which extends from Palo Alto as far south as Salinas and Monterey are invited by the provisional committee on preparations to join in the conference. Special emphasis is placed on the fact that delegates to the assembly are not in any way obliged to endorse the program of the League Against War and Fascism. The league is a non-political organization which purposes to rally all the numerous but divided groups which are opposed to war around a common program.

The provisional committee on preparations urges organizations to send delegates to its weekly meetings which are held each Friday evening at 8 o'clock in the San Jose Labor Temple. Interested individuals are cordially invited to attend also, and to join in the rapidly advancing preparations for the first regional conference against war and fascism held in this vicinity.

Leslie White Buys Store In Oregon

Leslie White writes from Gold Beach, Ore., where he has purchased a variety store. Houses are at a premium, and his family must be satisfied with a tourist cabin for a while. The town is a very popular fishing resort at the mouth of the Rogue river, and Les invites his friends up for a real fishing experience. That territory has been closed to commercial fishers and consequently is a paradise for sporting Waltonites.

Future Farmers Take 4th Place In K. C. Convention

San Luis Obispo, Oct. 31.—Accomplishments of the high school agricultural students of Campbell helped bring a fourth place to California in the national competition for state Future Farmers of America associations, according to word received from the Kansas City national F. F. A. convention.

Among the California achievements not matched by any other state in the Union were the improvement in livestock quality as evidenced by junior participation in the shows, publication of the largest high school boys' monthly magazine, sponsorship of more than 50 radio programs per year of educational nature, and a graphic exhibit at the San Diego exposition.

One chapter, that of Live Oak high school in Sutter county, was ranked as second of more than 4,000 in the United States and received a \$200 award. Four California boys received the highest award, that of American Farmer, based on their farming program, community leadership and record-keeping ability. They are Raymond Sisk of Modesto, Takashi Mori of Fresno, William Silveira of Tulare, and Ole Mettler of Lodi.

Judging teams representing California in national competition did not fare as well as in some former years. Santa Rosa high school dairy cattle judges, aiming for a second consecutive national title, had to be content with fourth place. The Ripon high Future Farmer poultry judging team placed tenth, and Lodi's livestock placers got no better than 19th.

James Eager of Live Oak, state president, and Mettler of Lodi were the state's official delegates.

Neighbors Club of Union District to Hold Card Party

The second of a series of card parties being sponsored by We and Our Neighbors club of Union district will be held at the club house Saturday evening, Nov. 2. Whist will be played and refreshments served after the games. The public is cordially invited.

The garden section of the club, which is a newly organized group, will meet at the club house Thursday, Nov. 7, at 2:30. Mrs. Edwin Howes is chairman of this section.

Shadle States Case for Com. Chest Campaign

Fellow Citizens:

We are in the midst of the 1925-26 Campbell community chest drive. The goal is \$1,730, and the workers are in the field. We hope you will make your subscriptions as liberal as possible, for this money will all be used in our own districts, and most of it goes for the care of our children—school lunches for the needy tots, Boy Scout and Campfire Girl movements, the library, etc. We call the drive this year a "Mobilization for Human Needs."

The time is short. Solicitors are urged to cover their districts carefully and quickly. Make reports to Guy Farley, financial secretary, and may your efforts be most successful.

In behalf of the Campbell Community council, I wish to extend my thanks to all the workers who have so willingly taken up the work, and to the donors without whose generosity the pinch of want would be felt in many quarters this winter.

H. M. Shadle,
Manager Campbell Community Chest Council.

American Theater To Present Lavish Folies Spectacle

With one of the finest arrays of star talent ever gathered for a single revue and embellished with novelties in scenic background presented on a giant mechanical double stage Count Berni Vici will present the sensational continental revue, "French Folies," with a cast of 50 artists on the American theater's stage in San Jose for three days beginning Friday, Nov. 1.

"French Folies" is hailed as among the best of musical revues and has added interest and entertainment because of the many recognized stellar acts included in the cast and the many pretentious scenes and lavish lighting effects.

Featured with the Count and his 15 alluring symphonists in the order of their prominence are Joe Besser, international comedy star; Bob Carney, Deconti and Romaine from "Folies Bergere," Isabelle Dwan, Mile. Caroline, Lester Hardine, celebrated baritone; Joe Cowan, Sam Critcherson, and a number of Parisian mannequins and dancing demoiselles.

The Girl in the Goldfish Bowl, from the Casino de Patee, will be on view in the outer lobby, and shows a live five-foot girl displaying her charms in an eight-inch goldfish bowl.

The big stage show will also be supported by a first-run screen feature, "Society Fever."

Campbell Scout And Cub Notes

The scout quota that is asked for in the community chest appeal this year, from Campbell, will be spent entirely on the work. At no time during the past has any worker received financial compensation for his services. All this money is handled by finance officers of the troops and not by the workers. You are urged to help make it possible to carry on the work by contributing as generously as you are able to the community chest. Unless the money is raised it will seriously curtail the work among the youth of the community.

Cub scout work is being reorganized and a large number of parents are enrolling for the training for the home activities. The Campbell grammar school PTA is sponsoring this work.

The scout troop now numbers 35, with additions expected.

Hereafter the scouts will have their swimming time at the Roosevelt pool on Tuesdays, leaving from the Congregational church at 6:30 p. m. A school bus has been commissioned, with Mark Purmort making the arrangements.

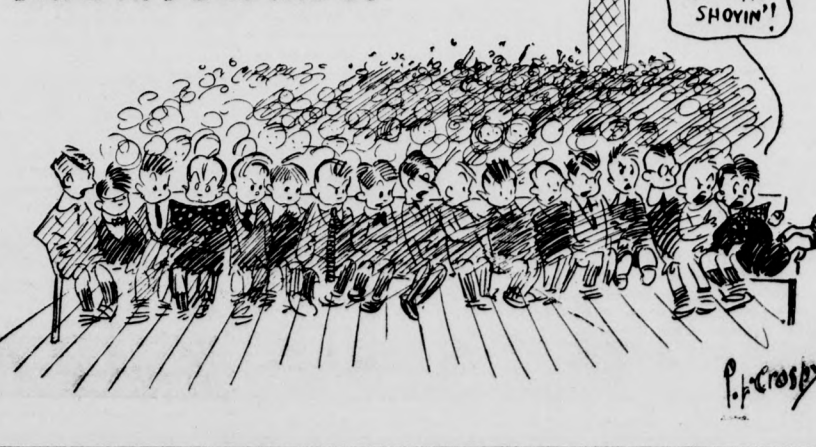
Many interested friends will be glad to learn that Miss Shirley Eddleman is improving steadily at her home, as reported by members of her family.

It Makes All the Difference In the World by Percy Crosby

The Sunday School in July



And in December



CURRENT EVENTS IN REVIEW

By Edward W. Pickard

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Italian Goods Boycotted by the League

WHILE Premier Pierre Laval of France was still trying desperately to find a way of settling the Italo-Ethiopian quarrel that would be acceptable to both Great Britain and Italy—apparently without regard to Ethiopia's real interests—fifty-two members of the League of Nations declared a boycott on all Italian goods and an embargo on various key exports to that country. The boycott binds these nations to prohibit importation of "all goods consigned from and grown, produced or manufactured in Italy or in Italian possessions from whatever place they arrive."



Pierre Laval

If rigidly enforced, this would cut off about two-thirds of the export trade upon which Italy depends in getting funds for prosecution of the war in Africa. The countries applying the sanctions agree to aid one another in compensating losses by increased trade facilities, credits, cash and loans if possible, and discriminating against league members such as Austria and Hungary which continue to trade with Italy.

Austria, Hungary and Albania spoke against the sanctions. Switzerland, which seeks to preserve her traditional neutrality, was silent. Some South American republics made complicated reservations. It was decided that the sanctions should be put in force on October 31, and Laval thus had time to continue his peace efforts. These seemed to center on a way to "legalize" Italian occupation of that part of northern Ethiopia which Mussolini's troops have seized and to arrange for Italy's partial control over the entire empire.

European Tension Lessened by Diplomatic Juggling

IN THE course of his negotiations, which were given approval in the French elections, Laval worked hard to dissipate the threat of hostilities between Great Britain and Italy. In this he apparently was fairly successful, at least for the time being. He asked the British to withdraw some of their battle-ships from the Mediterranean and Mussolini to call back a lot of the troops he had sent to Libya as a threat to Egypt. At first the British cabinet rejected this proposition, but there were reports that it might yield the point.

Sir Eric Drummond, British ambassador to Rome, informed the Italian government that Britain would not undertake any action in regard to the conflict in Ethiopia, "beyond what is demanded by its collective obligations in its quality as a loyal member of the League of Nations, nor beyond what might be agreed to or recommended by the league on conformity with the dispositions of the pact."

Laval's reply to Great Britain's query as to whether France would support Britain and co-operate with her fleet in the Mediterranean in case of Italian attacks was still somewhat uncertain but seemed to satisfy the British.

Warns Italy Against "Unfair" War Methods
IN A long and solemn statement the Ethiopian legation in London warned Italy that its "ghastly methods" of warfare, the use of poison gas and dum-dum bullets, would have dire results.

The legation stated that Italy's use of "unfair and ultra-civilized methods of warfare," of which the legation says it has impartial substantiation despite public denials by Ambassador Dino Grandi of Italy, "will lead to the most unfortunate consequences, not only to Italians who will, of course, deserve it, but to all white peoples as well."

The whites, the statement said, "will be intensely hated by all the peoples of Africa and, we think, of Asia also for years to come."

The statement warned that it will not be possible to restrain the wilder section of the Ethiopian army from retaliating in some similar savage method on Italian soldiers who may happen to fall into their hands.

Italians Win Victories in Southern Sector
GEN. RUDOLFO GRAZIANI'S forces in southern Ethiopia were reported to have won several important victories in their advance toward Harrar and the railway. They captured several towns despite desperate resistance by the natives, and took many prisoners. The main movement in that region was up the Webbe Shibel river. The Ethiopians were repeatedly dispersed by aerial bombardment.

In Tigre province, on the north,

the Italians were consolidating their positions and preparing for another big thrust toward Addis Ababa. Their line there extended nearly 70 miles from Adigrat through Aduwa to the holy city of Aksum.

Italian aviator-scouts reported that Ethiopian troops were digging in at Makale, about 60 miles southeast of Aduwa and the next logical objective in the Italian campaign of occupation, forming a major concentration for a desperate effort to frustrate the next attack.

From Dessye, Ethiopia, came a story that Danakil warriors had cut off and surrounded between 500 and 700 Italians in the hills southeast of Mount Mussa Ali, and that the latter were very short of food and water.

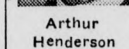
Helena, Mont., Hit by Series of Quakes

HELENA, capital of Montana, and all the western part of that state were terrified by a series of earthquake shocks extending through a number of days. There were only two fatalities, but numerous buildings were wrecked or so weakened that they had to be razed. Hundreds of persons were driven from their homes, and the suffering was intensified by a sudden fall of the temperature to below freezing. Fortunately the gas mains of the city were not broken. National Guardsmen patrolled the business district and all public places were closed for days.

Senator William E. Murray and Representative John P. Monaghan surveyed the damage, and Murray, terming the quake as "one of Montana's worst disasters," said he would go by airplane to Washington to ask immediate help.

Arthur Henderson, Peace Advocate, Is Dead

ARTHUR HENDERSON, president of the world disarmament conference and a most determined foe of war, died in a London nursing home. He was seventy-two years old and had been ill for a long time, so ill that he had not been permitted to see a newspaper for six weeks and did not know that another war had broken out and that peace in Europe was threatened. The former iron molder of Glasgow who became a leader of the Labor party and was foreign secretary when it was in power, was awarded the Nobel peace prize in 1934. His crusade for peace and disarmament was inspired by the death of his eldest son in the World war. He was a gentle, much loved man, a genuine idealist whose latter years were made sorrowful by the repeated failure of the disarmament conference to get results.



Arthur Henderson

Death of General Greely, Arctic Explorer
DEATH came to an eminent American, Maj. Gen. Adolphus W. Greely, U. S. A., retired, at the age of ninety-one years. He passed away in Walter Reed hospital, Washington, and was buried in Arlington National cemetery with full honors. General Greely was universally known as the leader of the ill-fated expedition into the Arctic regions in 1881 from which only he and seven others returned alive. But he had already served in the Civil war with distinction, and his later scientific accomplishments won him international fame and recognition. On his ninety-first birthday, last March 27, he received a medal of honor from congress "for his life of splendid service."

General Greely was one of the original organizers of the National Geographic society, and a member of the board of trustees continuously for 47 years from the date of the society's founding in 1888.

Williams Asks Care for "Unemployables"

ALL states and communities have been asked by Aubrey Williams, acting WPA administrator, to make better provision for the care of "unemployables," for federal aid for the needy will soon be confined to providing jobs. In an interview Mr. Williams said that with six states already out of the dole, progress of the work relief program would bring liquidation of relief administrations in "the great majority of the remaining states" during November. This will leave those physically or mentally unable to work, the aged, mothers with dependent children, and other handicapped families and individuals, dependent upon local efforts.

"It will be next year before the social security program becomes operative, and the states have got to take the responsibility," he said.

Dr. Hugh S. Magill Objects to Snoopers

DR. HUGH S. MAGILL, who as president of the American Federation of Investors has been annoyed by congressional investigators, has written to all members of congress a letter asking whether American citizens "still have the right to express their approval or disapproval with respect to pending legislation without being harassed by 'inquisitors.'"

The federation opposed the recent enactment of the "death sentence" for "unnecessary" holding companies, and was under investigation by the senate lobby committee.

In an open letter to senators and representatives, Magill said he had "refused" to permit representatives of the committee "to read my personal and private correspondence." He asserted the federation "is not a lobbying organization as that term is commonly used."

"Having thus been confronted by these inquisitors sent out by a committee of the senate," Magill wrote, "may I inquire in all seriousness whether or not you approve of such action? If you do approve, how can you justify such procedure when the Constitution specifically provides that the 'right of the people to be secure in their persons, houses, papers and effects against unreasonable searches and seizures shall not be violated?'"

Senator Vandenberg Not Candidate for Anything

SENATOR ARTHUR H. VANDENBURG of Michigan, who has been mentioned frequently as a possible Republican nominee for the Presidency, came back from a summer tour of Europe and declared flatly he is "not a candidate for anything on earth." He did not attempt to predict who would be named by the Republicans, but did say he felt the G. O. P. would win in 1936.



Senator Vandenberg

"I think President Roosevelt wrote his obituary in his first speech in congress in March, 1933," he said, "all historians will show it, when he said 'most liberal governments have been wrecked on the rocks of loose fiscal policies and we must take care to avoid that.'"

Liberal spending by the New Deal was defended by Senator Fletcher of Florida, chairman of the senate banking committee. In an interview he said that "government activities and expenditures have been restored about \$10,000,000,000 of bank credit lost in the \$21,000,000,000 deflation of 1930-33."

"Business is going to get the benefit of that. The money the government is putting out is going to people who are putting it in the banks. It is increasing purchasing power and likewise expanding the credit facilities of the banks."

Republicans Happy Over Bay State Election

IT DOESN'T take much these days to cause the Republicans to rejoice. The latest event hailed by them as a harbinger of victory next year was merely a by-election in Massachusetts to fill a vacancy in the state senate. The district normally is Republican, and this time as usual a Republican was elected. The reason for the G. O. P. shouts was found in the decreased vote polled by the Democrats, and the fact that Salem, a mill town and former Democratic stronghold, was captured by the Republicans.

Democratic leaders said that the issues of the election were purely local and that the reverse at most was a rebuff for the administration of Democratic Gov. James Curley. The Republican leaders asserted that the New Deal no less than Curley was involved.

Industrial Union Bloc Loses Warm Fight

JOHN L. LEWIS, president of the United Mine Workers, and his industrial union bloc lost a hot battle when the American Federation of Labor, in convention in Atlantic City, voted to continue the policy adopted last year in San Francisco. This policy was to organize workers in mass production industries, such as automobile and steel, along industrial lines with due protection of the rights of craft unions.

William Green was re-elected president of the federation and next year's convention was awarded to Tampa, Fla. Proposals for the formation of a national Labor party were defeated.

Sibert, Panama Canal Builder, Is Dead

MAJ. GEN. WILLIAM L. SIBERT, one of the three men who really built the Panama canal, and last surviving member of the canal commission, died at the age of seventy-five at his country home near Bowling Green, Ky. He was buried in Arlington National cemetery with full military honors.

General Sibert's career as engineer and soldier was distinguished. He was made brigadier general by special act of congress for his services in connection with the building of the Panama canal. During the World war he commanded the First division of the A. E. F.

BRISBANE THIS WEEK

The Bonus at Last?
A Little on Account
Teagle Will Sell Oil
The Oceans Are Closer

Washington reports "payment of the \$3,000,000,000 soldiers' bonus before the end of the next session is virtually assured." Good news for soldiers.

Do you suppose the government will print more of its "inflation bonds," and insist on paying interest on its own money instead of printing new money for the bonus, or do you believe there must be some limits to stupidity?



Arthur Brisbane

The League of Nations wants us to "clarify our position." It would be made clear if the President would write to the League of Nations: "Our position is this: We are attending to our business, and advise you to do the same. Also, what about a little cash on account of \$10,000,000,000 you owe us on the last war?"

Walter Teagle, head of the Standard Oil of New Jersey, disposes sensibly of the suggestion that all Americans should refuse to sell oil to Italy. He says Standard Oil is not in the League of Nations and he will continue selling oil through his Italian subsidiary.

This is news, important especially to California, where real estate prosperity grows with improved transcontinental trips.

The Santa Fe railroad, with a diesel engine, hauling nine steel cars and using 3,600 horsepower, has cut 15 hours from the running time between Los Angeles and Chicago.

Queer things happen in Ethiopia. The Daily Express says former War Minister Fitowary Berru, in disgrace with the emperor because he spent too much money, walked, as a penitent, into the presence of the emperor, carrying on his back a heavy grindstone, and knelt down in sign of submission. The emperor rolled the stone off his back, meaning forgiveness, and Fitowary Berru is off spending money again. Some of our baked potato and "little pig" ministers might try that.

You may see a new kind of "Olympic game" with long-distance runners wearing gas masks. In future wars soldiers will wear masks and civilians will wear them. Ability to run in gas masks will be important.

Russia knows that, and "training for the next war" eight men and women of the Osoaviakhim (society for aviation and chemical defense) marched 31 miles in gas masks in 10 hours 47 minutes, a world record.

General Smuts, minister of justice in England's Union of South Africa, says: "Annexation of Ethiopia or its domination by a great European power will mean training one of the biggest, most dangerous black armies the world has ever seen."

General Smuts worries about the conquering power of such a gigantic "black army" unnecessarily.

One pale chemist inventing a better poison gas, or more destructive explosives, and a few first-class pilots could take care of any "black army" that Ethiopia might send forth.

The American Federation of Labor asks American athletes not to attend the 1936 Olympic games. If they are held in Germany. As a reason for "banning German Olympics," the federation says Hitler is crushing labor unions "with blood and fire."

There is a better reason for not holding the 1936 Olympics in Germany.

The chief value of sport is in the fact that manly exercise is supposed, primarily, to develop and inspire courage.

The spectacle of 60,000,000 Germans cruelly persecuting and suppressing 600,000 German Jews is not exactly a picture of courage.

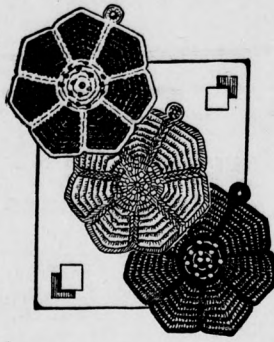
President Roosevelt has said that he intends to keep out of European complications. He will not let Europe complicate our foreign business, making it impossible for American concerns to operate merely to oblige European competitors. In any case our European friends should at least start paying the ten thousand million dollars they borrowed before asking the United States to lose more money for their sweet sake.

Dr. C. H. Mayo predicts that drugs will cure insanity. With the drug now used experimentally, Doctor Mayo hopes to effect permanent cures, by changing the blood circulation in the brain.

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CROCHETED FLOWERS FOR POT HOLDERS

By GRANDMOTHER CLARK



Pot holders crocheted with heavy string are very practical and when made in flower forms are really lovely. They are heavy enough to protect the hands without requiring padding. These three pot holders are crocheted in the same manner but in different combinations of red, yellow and green. The petals are crocheted separately of one color and then slip stitched together and finished in contrasting colors. Size when finished about six inches.

Instruction sheet No. 731 with illustrations and instructions how to crochet these holders, also how to arrange the colors, will be mailed to you for 10 cents. Material can also be bought from this department. Information and price are given when mailing instructions.

Address Home Craft Co., Dept. R, Nineteenth and St. Louis Ave., St. Louis, Mo. Inclose stamped addressed envelope for reply when writing for any information.

RUBBING EYES DANGEROUS; USE SOOTHING LOTION

Mascara, eye shadow and brow pencil if judiciously applied spell glamor, but they're not the whole story when the eye question comes up—as it does every time you look in the mirror.

The lashes, lids and brows are just a frame for the eyes themselves. You'll find that if a picture is scratched or dusty it loses much of the beauty for which it was created. No matter, then, if the frame is of old ivory or solid gold—the picture is spoiled.

Eyes can be dusty, tired, weary and reddened. Then, no matter how delicately you frame your eyes, the picture, here too, is spoiled.

When the eyes feel and look all blurry, a few drops of lotion help to soothe and refresh them.

A lotion has no strengthening effect—go to a good oculist if you feel in need of that—but it does lessen the danger of eye infection because it removes irritating particles, and it's safe to use. Speaking of safety—if you're fond of your eyes, don't rub them. Rubbing your eyes is just the worst thing you can do to them and it leaves them an unbecoming red without giving any real relief at all. That's where a good lotion is somebody's gift to eye-conscious humanity.

Toys Made of Gold

Toys valued at more than \$5,000,000 were shown in an exhibition of "Children Throughout the Ages" in London, England, recently. Two gold rattles which once delighted the prince of Wales, and a fair-haired doll companion of Queen Mary in her baby days attracted much attention. Musical dolls given by Queen Victoria to the prince of Wales and the duke of York when they were babies; Queen Elizabeth's and Oliver Cromwell's christening robes, and a skirt worn by Charles I when he was two, were also shown.

BOYS! GIRLS!

Read the Grape Nuts ad in another column of this paper and learn how to join the Dizzy Dean Winners and win valuable free prizes.—Adv.

Touch of Humanity

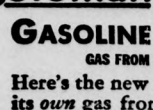
The touch of genuine humanity is of more actual and poetic value than all that is not human which the sun shines on.—Coventry Patmore.

You'll have

BETTER COOKED FOODS

with THE NEW Coleman

LIGHTS LIKE GAS
COOKS LIKE GAS
MAKES ITS OWN GAS



GASOLINE PRESSURE RANGE

GAS FROM GASOLINE BY CARBURIZATION

Here's the new Coleman Range that makes its own gas from gasoline by carburization. Brings the latest modern Instant-Gas cooking service to your home, no matter where you live! Fuel cost as low as 75¢ a month.

The Band-A-Blu Burners cut fuel cost a fifth. Low flame does all ordinary cooking. You can prepare meals easier, in less time, with less work—and the result is Better Cooked Foods! Delicious, light biscuits, flaky pies, savory broiled steaks and chops. See Coleman Ranges, sold by Authorized Dealers. Write for illustrated folder and your dealer's name.

THE COLEMAN LAMP & STOVE COMPANY
332 East 3rd St. Dept. WU227 Los Angeles, Calif.

Forgotten Hospital, Complete, Is Found

Forgotten for half a century, a hospital has been found on the seacoast of Denmark, and government officials are considering what to do with it. It was built in 1870 for cholera patients, there having been a cholera epidemic in Europe and a recurrence was expected. Soon after the opening a sailor believed to have had the dread disease, was admitted. He proved to have nothing worse than measles. No other patients came, and the place was closed and forgotten.

A young journalist found the hospital, with everything complete, from beds ready to use, to medicines and salt cellars containing salt put there 54 years ago. The discoverer has suggested that it be converted into a vacation resort for poor children of Copenhagen.—Montreal Herald.



EATS OATMEAL TO HELP KEEP FIT

It may be one of Nature's lowest cost foods, but lucky is the boy or girl who gets it for breakfast every morning.

Many are nervous, poor in appetite, system out of order, because their daily diets lack enough of the precious Vitamin B for keeping fit.

Few things keep them back like a lack of this protective food element.

So give everyone Quaker Oats every morning. Because in addition to its generous supply of Vitamin B for keeping fit, it furnishes food-energy, muscle and body-building ingredients. For about 1/2¢ per dish.

Start serving it tomorrow for a 2-weeks test. Quaker Oats has a wholesome, nutlike, luscious appeal to the appetite. Flavors, surpassingly good. All grocers supply it.

*Where poor condition is due to lack of Vitamin B

IN VITAMIN B FOR KEEPING FIT...

1c worth of Quaker Oats equals 3 cakes of Fresh Yeast

Quaker and Mother's Oats are the same

So It Is

If the people are weak, they will get a "strong" government.

Use only one level teaspoonful

to a cup of flour for most recipes.

Efficient and Economical

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Same price today as 45 years ago

25 ounces for 25¢

Manufactured by Baking Powder Specialists who make nothing but Baking Powder.

MILLIONS OF POUNDS HAVE BEEN USED BY OUR GOVERNMENT



"Well Begun's Half Done" When Making Your House Frock

PATTERN 9614



There was never a truer phrase than that, and how well it applies here! For before you know it your dress is cut and ready to stitch. This pattern is so easy to follow. There's everything new about the lines of this fetching house frock, with its contrasting surplice facing and doesn't it look like a different dress when buttoned up to the neck, see small sketch—with those enormous buttons? When household chores are finished, button up the deep pointed surplice and wear the frock to market. It's smart enough. Try it in colorful novelty cotton or gingham.

Pattern 9614 may be ordered only in sizes 34, 36, 38, 40, 42, 44 and 46. Size 36 requires 4 yards 36 inch fabric and 3/4 yard contrasting. Complete diagrammed sew chart included. Send FIFTEEN CENTS in coins or stamps (coins preferred) for this pattern. Be sure to write plainly your NAME, ADDRESS, STYLE NUMBER and SIZE.

Send your order to The Sewing Circle Pattern Dept., 232 West Eighteenth St., New York, N. Y.

THE REASON WHY

Chatty—Oh, he's so romantic. When he addresses me he always calls me "Fair Lady."

Catty—Force of habit, my dear. He's a street car conductor.—The Sunday School Herald.

By All Means

Father—Well, son, how did you get along at school today?

Bobby—Pa, my physiology book says conversation at meals should be of a pleasant character. Let's talk about something else.

In the Gulch

"I hear some gang men came around last night."

"Yes," answered Mesa Bill. "They caused serious disappointment. When we held 'em up, there wasn't eleven dollars in the crowd."

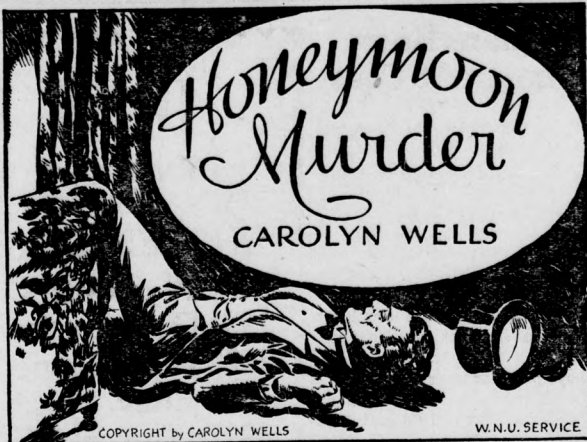
Margin

"Do you ever trade on a margin?" "You might say so," said the small speculator, "although it seems more like a ragged edge."

How She Saw It

He—They've dropped their anchor again.

She—Serves them right. They had it dangling over the side all morning.



CHAPTER 1

THE summer home called Lovell Terrace was one of the most effective on Long Island, and its simple, straight lines were far more suggestive of cool, pleasant afternoons than were neighboring houses surrounded by elaborate gardens and fancy hedges.

That is, as to its front lawns. At the back there were flowers aplenty, and now, in early October, there were chrysanthemums, golden glow, cosmos, and other autumn blooms, which mingled with the sumac and asters until the place was a mass of color.

The house itself had a great front expanse, with columns from pediment to porch, whose main rectangle had wings connected by covered passages so large as to be really rooms.

In the garden, two girls were walking: Perilla Fairfax, daughter of the house, who would become a bride tomorrow, and Hilda Sheldon, who would be her maid of honor.

"Just think, Hil, this is the last day Lovell Terrace will be my home!"

"Nonsense, your home as much as ever! You'll have two homes, that's all. Three, in fact, when you get your city home in shape."

"All the homes I want, anyway. You know, I'm marrying Corey for his money, that's all."

"Of course, I know. It's what he's marrying you for that I can't tell."

"I can give you that bit of information, if you want it," and Corey Malden came down the steps of the back porch.

Malden was older than his bride-to-be. He was about thirty-eight, while Perilla was twenty-four. Yet, for some reason, they had from their first meeting felt a congeniality of tastes and opinions, which had quickly grown to friendship and as quickly on to love.

Malden, extremely rich, thought of his money only to give it to others or use it himself for pleasure or profit, never for ostentation.

Perilla, beautiful but not vain, cared for her beauty only because it pleased her fiancé, and brought her the loving praise of his lips and eyes.

A handsome man was Corey Malden, living in Richmond, where he well suited the role of country gentleman. He longed for the day when he would take his lovely bride to Virginia.

John Lovell, owner of Lovell Terrace, was a southerner. He was not the father of Perilla. She was the child of Mrs. Lovell and her first husband, Charles Fairfax. Of a romantic nature, she had named the baby Perilla, and her other child, a boy, Malcolm.

The two Fairfax children had grown up happily and at peace with the family, and two years after the death of their father, they had accepted a new parent with calm approval and good-natured welcome.

Malcolm, though two years older than Perilla, had no romantic leanings and looked upon her wedding as a joke.

Perilla, on the other hand, was making a solemn ritual of it, and Malcolm eyed her for it.

"Well, my turtle doves," he said, coming round the corner of the house, "not ready yet to change your plans and give up your mistaken ideas?"

"Not yet, Malky," returned his sister, "but when we do, I'll let you know."

"What time you leaving the house, Pril?"

"Don't know, I'm sure. What time, Corey?"

"Oh, about four or five," said the prospective bridegroom.

"That's the fun of going in your own car," said Hilda. "You don't have to go till you're ready. Get off that brick wall, Perilla; you'll catch a cold."

Perilla jumped off the low wall and, going into Corey's arms, nestled there.

Of course her speech that she was marrying Malden for his money was a great joke, and Hilda understood it as such. Perilla, accustomed to wealth, gave little thought to the great fortune of the man she was about to marry.

Perilla, at twenty-four, was, like most of her generation, worldly-wise, but she had a keen sense of humor, which made her a general favorite, and a kindly generous nature, which brought her crowds of friends.

Until meeting Corey Malden, she had seen no man she cared for especially, but he had captured her staunch young heart, and now she

longed to be with him the rest of her life.

Malden, too, had fallen victim to her charms at once, and their courtship had been rapid and sincere.

The parents had approved the match.

The outlook, then, for the wedding the next day seemed in every way favorable, and preparations were practically completed.

"You don't seem a bit frustrated," said Hilda, shaking her blond curls as she looked at Perilla; "you ought to be nervous and almost hysterical."

"Why?" asked the bride to be. "Mum is overseeing everything, and she's a marvel of an overseer. Oh, here's Mr. Gaskell. Hello, Mr. Best Man! Corey, tell everybody who's who."

Malden made introductions all around, and the newcomer fitted himself into the circle.

"Call me Tony," he said. "Makes me feel more at home, and then, it's such a pretty name!"

"It is a pretty name," protested Perilla. "I mean, it's a jolly name, one of the sort I like."

"Yes, I know," smiled Gaskell, "like Pete and Billy and such. Me for Marmaduke and Reginald."

"You and I are rather out of it, Malcolm," said Malden, looking downcast, but Perilla slipped her hand into his, and said, "Be it understood, plainly, that there is no name in the world so beautiful as Corey. I have spoken."

"Speak again," begged Gaskell, "I like to hear you talk."

"You don't have to urge her," said Malcolm. "Pril is a chatterbox."

"Thank Heaven for that," and Malcolm laughed; "it relieves me of a lot of responsibility. I hate to talk!"

"Listen to him!" exclaimed Tony. "I've known that guy for years, and as a talker he's a complete radio outfit."

"How come you've known him so long," asked Hilda, "and yet you've never been here before?"

"I have been here before, fair lady, but by ill chance, you were not here at the same time."

"I couldn't get old Tony here very often," said Malcolm's soft, southern voice. "He's all wrapped up in his law cases. One of the most famous lawyers in Philadelphia, our best man is."

"Thank you, sir," was the gay response and then catching sight of a stranger Tony dropped his voice lower and said "Don't look now but who is the houri tripping across the lawn?"

"Just as well look now as at any time," said Malcolm. "It's Miss Latimer, Muddle's watchful and trustworthy social secretary. What is it, Jane?"

"Mrs. Lovell wonders if you won't all come into the house; it's tea-time."

"We sure will, My Soul's Awakening," and Malcolm rose. "Wait a minute while I line up these

strangers within our gates. But you know Corey Malden—not?"

"Oh, yes, I've met our Mr. Malden several times."

"Of course she has, Mal," said Perilla. "Jane knows everybody here except Mr. Gaskell. Jane, let me present Tony Gaskell, our best man, except this pleasant faced boy named Corey."

An affectionate smile passed from Perilla to her fiancé, for the last term that could be applied to Malden was boy. In fact, he sometimes looked and seemed older than he was. But the lines of his face and the dignity of his bearing were not of age, but because of a studious, thoughtful life and long hours of scholarly work.

Born into a wealthy Virginia family, he had lived most of his life in the South, and far from being gregarious, he had devoted his time to an intensive study of the religions of the world, and had made discoveries and proved theories, which had set his name high on the roll of honor of his chosen subject.

"Oh, Mr. Gaskell," cried Jane, "how nice of you to come! I was afraid you wouldn't, and I'd have to take on your duties, too, and I've just all I can attend to!"

Jane, the secretary, was bubbling over with good-humored smiles. Without any effect of presumption, she was the friend of the family.



Devoted His Time to an Intensive Study of the Religions of the World.

the helper in all social duties or courtesies, and the general assistant of Perilla and her mother.

"There, there, Mona Lisa," said Malcolm, "you've delivered your message, run along now, and we'll follow."

Jane, laughing, ran along, turning to wave her hand as she went.

"Peach of a secretary," declared Tony. "Didn't know they grow like that!"

"She's a dear," said Perilla. "Some girls would be spoiled by our foolery, but she takes it beautifully. Malcolm calls her those foolish names, because—"

"I'll tell it," her brother interrupted. "You see, Jane looks just like a picture I once saw in some gallery. So I call her all the pictures I can think of, hoping some time I'll hit the right one and recognize it."

Perilla walked ahead between Corey and Tony, while Hilda came after with Malcolm.

"I really think that this time, Hilda and Malcolm will hit it off," said Perilla, musingly. "I do hope so."

"How like a woman!" said Tony.

"No sooner does one get married, than she plans a wedding for a friend. They do look well together, though."

"Yes," Corey agreed, "but that platinum blond hair of Hilda's would look well with anybody's."

"Mine?" asked Tony. "But, after all, I think I prefer the picturesque Jane."

"Picturesque, according to Malcolm," agreed Perilla. "He teases that girl terribly, and yet she never seems annoyed at him."

"But that isn't teasing," said Corey. "She is like a picture, not one definite picture, you know, but—"

"A whole film," suggested Tony. "However, I didn't come here to discuss the little secretary. Any other guests tonight, Perilla?"

"Only a couple of ushers. Two friends of Malcolm's, Pete Wilson and Bob Coles. Know them?"

"No, not yet. But I know you like their names."

"Yes, I do. I suppose you think I'm a silly to like silly names."

"I think you everything there is of the most glorious," declared Tony, and Malden chimed in. "That's right, old top. Glorious is just the word for my Perilla. And I want you two to like each other a heap, for you two are just about the only real friends I have?"

"Why, Corey?" and the girl's voice was wondering. "You never told me that before."

"Oh, he doesn't mean it literally," and Gaskell laughed.

They reached the house and went in the lounge, a great room, with the most comfortable furnishings that could be devised.

Gaskell, who had seen Mr. and Mrs. Lovell on his arrival, sat down by her on a big davenport and waited as Malcolm brought his two chums to be introduced.

"They're gorgeous chaps, Mum," he declared, and Wilson looked modest, while Coles said, enthusiastically, "Well, Pete isn't so gorgeous, Mrs. Lovell, but I am. I just put it the other way, so you'd think I was not too self-assertive."

"I think you're both darlings," Ellen Lovell said, smiling at them. "Now run and play with the girls. I want to talk to Mr. Gaskell."

"What shall we talk about?" said Tony. "Tomorrow's doings?"

"Yes. Have a cocktail?" and she herself lifted one from the tray the butler was passing.

"It's really absurd for me to ask you such a thing," she went on, "as my fear is imaginary, and I know interference would be useless."

Ellen Lovell was a fine-looking woman. Not only her serene, beautiful face attracted attention, but her graceful manner and especially her soft, low voice charmed all who met her. Tony Gaskell, having been at the Lovell home many times, and feeling well acquainted with his hostess, protested that he would follow her wishes in whatever direction they might lead.

"Speak low," she said, "I don't want any one to hear us. It's just this. You know Corey and Perilla are taking their wedding trip in his motor. Corey's chauffeur, Boynton, is simply perfection; he's a most skillful and careful driver, and a wonderful mechanic as well. You know all this, yet I remind you of it now. Now here's my trouble. Corey loves to go fast. Not only fast, as any one else would use the word, but fast like a speeder. Why, when his car is going about seventy, he'll say, 'Can't you help her along a little, Jim?'"

"But he's never had an accident, Mrs. Lovell—"

"I know it; that's why I'm afraid. Even Perilla has confessed to me that she's frightened the way Boynton takes corners."

(TO BE CONTINUED)

Take Great Precautions With Diamond Workers

Before workmen are engaged in the De Beers mines at Kimberley they must sign a contract for four months, which can be prolonged. During this period the workers are prohibited from leaving the mining district and must live in compounds without their wives. When the wives visit them, conversation may take place only behind wire gratings. Native shops on the compound supply all necessities. At the expiration of the contracts, the workers are kept until a thorough examination has been made. Kept in cells for four days, their hair is shaved and many other precautions taken.

Our Right

We all believe that all men should have the right to pursuit of happiness, but we can't help it if we have contempt for what they pursue.

Find Out

From Your Doctor if the "Pain" Remedy You Take Is Safe.

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations

BEFORE you take any preparation you don't know all about, for the relief of headaches; or the pains of rheumatism, neuritis or neuralgia, ask your doctor what he thinks about it—in comparison with Genuine Bayer Aspirin.

We say this because, before the discovery of Bayer Aspirin, most so-called "pain" remedies were advised against by physicians as being bad for the stomach; or, often, for the heart. And the discovery of Bayer Aspirin largely changed medical practice.

Countless thousands of people who have taken Bayer Aspirin year in and out without ill effect, have proved that the medical findings about its safety were correct.

Remember this: Genuine Bayer Aspirin is rated among the fastest methods yet discovered for the relief of headaches and all common pains . . . and safe for the average person to take regularly.

You can get real Bayer Aspirin at any drug store—simply by never asking for it by the name "aspirin" alone, but always saying BAYER ASPIRIN when you buy.

Bayer Aspirin



Culture Among Cultured Culture is of little value socially except among the cultured.

CHAPPED SKIN

To quickly relieve chapping and roughness, apply soothing, cooling Mentholatum.

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● Today a bride, warm, radiant, lovely and oh, so happy! Tomorrow a poor, shivering creature of fate, her love crushed in the immutable hand of death. Silently, insidiously the killer struck—when or where or how nobody knew, for he left no clues, not even as to the method of murder.

Here indeed was a case for that master sleuth of all detective fiction—Fleming Stone! You'll shiver with excitement as you read eagerly through every installment of this latest baffling mystery by Carolyn Wells, from whom you have learned to expect the best detective fiction of the day. Begin here with

HONEYMOON MURDER

CAROLYN WELLS' new mystery

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**The FARMERS
CORNER**

By RALPH H. TAYLOR

Executive Secretary
Agricultural Council
of California

Since the very inception of both the dole, under its American pseudonym of "direct relief," and the government's equally artificial public works program—both designed to cope with emergency problems of destitution and unemployment—it has been clearly apparent that such remedies, or palliatives, might induce new economic ailments almost as serious as the original disease.

In addition to mortgaging both the present and the future with a terrific public debt, the multi-billion-dollar relief program, had from the outset, these inherent weaknesses:

1. The threat that government relief work, once established, would become competitive with private business and industry, increasing labor costs and slowing up business recovery.

2. The danger that the dole would undermine the morale and industry of former workers, jeopardizing the nation's economic and social structure.

Both of these dangers, judging from California's current farm labor problem, and urban labor problems as well, now have become realities. And both California and the national government must find effective means of dealing with the situation if business, agriculture and industry are to escape disastrous conditions.

In common fairness to President Roosevelt, he undoubtedly foresaw the dangers of his program as clearly as anyone else. But like a doctor who administers opiates to ease his patient's pain, he met emergency conditions with emergency action, although recognizing that his economic drugs might be habit-forming.

Without regard to whether the President blundered, or whether he did the best he could with a bad situation, California, and the country at large, now face the problem of curing hundreds of thousands of former workers of dole-addiction, and the further problem of adjusting government relief wages so that they will not discourage men and women from returning to private employment.

During the present harvest season, California has been confronted with the economic travesty of huge farm losses, due to serious lack of farm labor, while thousands lived in idleness in California cities at the expense of the government.

It is not only imperative that a repetition of this condition be prevented next year, but it is equally important that immediate action be taken to guard against similar losses in the harvesting of winter vegetables and citrus and other subtropical fruits which reach maturity during the winter months.

The federal government, if it is alert to the seriousness of the problem, must take drastic action to purge relief roles of drones who have assumed the attitude that the government owes them a living. Realizing that agriculture is the most certain source of private employment in California, but apparently preferring the dole to honest employment, thousands of relief recipients have deliberately avoided registering in the farm labor bracket.

It is likewise of vital importance that minimum wages of the WPA be reclassified, so that WPA workers in Texas, Florida and other agricultural states will receive the same scale for similar work as is paid in California. In California, as a sample of present discrimination, agriculture is being forced to compete with a \$55 WPA minimum wage, compared to minimums of from \$19 to \$22 in other farm states.

Also aggravating the problem is the fact that minimum wages of WPA are higher in the cities and populous centers than in country districts, with the result that the unemployed have migrated to the cities in huge numbers, thereby further reducing the farm labor

**HIGH SCHOOL
NOTES**

By WILLIS GREEN

At last Thursday's Boys Athletic club meeting Howard Burns, yell leader for San Jose State, led the boys in some snappy yells that brought the grammar school principal in to hold the auditorium roof on. After the meeting Burns coached the yell leaders in his yell-leading technique.

James Clancy, coach of the class play, "The Late Christopher Bean," is working with the following cast: Mildred Bowling as Abby, Willis Green as Dr. Haggett, Corinne Del Grande as Mrs. Haggett, Laura Mae Sanford as Susan Haggett, Bob Brydon as Warren, Eva Fachine as Ada Haggett, Charles Boyd as Tallent, Betty Starr as Davenport, and Vincent Fisci as Rosen.

Last Friday Campbell met Fremont in two fields of battle. We lost the football game at Fremont 27-0, but turned the tables in our gym when it came to the basketball tilt. All of the games were very interesting. The 110's rode to victory on a 17-12 score, while the 120's stacked up an even greater margin, coming through with a 25-11 tally.

Tomorrow we play Santa Clara basketball teams there. The games should be very entertaining, with tentative lineups as follows: 110's—Ogino, Lobrovich, Robinson, Bohnett and Ragnacci; 120's—Rowe or Fisci, Farley, Kurasaki, Pisano and De Rose or Howe.

Campbell meets Los Gatos here tomorrow on the gridiron. The game will no doubt be worth seeing, as we have only scored once this year, and Los Gatos has not yet scored. Coach Bill Burt of our team made the statement last Tuesday, however, that if the boys do not show more spirit and turn out for practice better we will lose that game 20-0.

The lineup for Campbell will probably be: Andrews, end; Yong, tackle; Gerrans, guard; Lyons, center; Bohnett, guard; Archibald, tackle; Downs, end; Andrews, half; York, half; Lovel, quarter, and Ohara, fullback.

The high and grammar schools celebrated "Navy Day" last Monday in the grammar school auditorium. The county superintendent of schools, Louis H. Britton, talked on "The Life of Theodore Roosevelt." Charles Boyd and Betty Lester exhibited the shovel used in planting the Roosevelt tree on the high school grounds, and the grammar school orchestra played an introductory number.

Mr. Allen, one of the five who formed the reception committee on that memorable day when Roosevelt planted the tree, gave a short talk which was followed by the entire body singing "America" as a closing number.

Before the assembly the high school student body listened to a band concert given by the school band under the Roosevelt tree.

The high school chapter of the California Scholarship federation has just taken in new members which brings the membership to 14, and includes Wilbur Morton, president; Emily Bohnett, vice president; Vera Coonrad, secretary; Charles Boyd, George Conant, Alba Greco, Elizabeth Hemmery, June Porter, Ione Gardner, Martha Bohman, Josephine Bog-

supply. California agriculture is neither Democratic nor Republican in its approach to the problem; nor is it unduly critical of the President's program. It recognizes that the President was forced to cope with one of the greatest crises in the history of the American people.

But agriculture does expect immediate and vigorous action by the national government to force dole-addicts to give up their government opiates and return to work, when work is available. And it also expects the government to prevent government work—financed by the American taxpayer—from undermining private business and industry by indiscriminate and excessive minimum wage scales.

**Kiwanians Enjoy
Dinner At Coast**

The annual seabeach dinner at Capitola was enjoyed Tuesday evening when 30 Kiwanians and guests partook of a fish treat.

Following the repast the party adjourned to the summer home of "Hisonor" Mayor Hal Morton, who had the gang over for a round of roulette and what will you.

As the result of the evening's "play" the Kiwanis charity fund is considerably richer. Win or lose, the boys paid for their pastime.

The "Mayor's" top hat was much in demand and added "dignity" to many wearers. One of the features of the evening was the showing of moving pictures of Campbellites of ten years ago, among them many Kiwanians.

Such variety of meetings and luncheons are much enjoyed by the men and several have expressed a desire for a trek to another rendezvous.

Com. Al Meyers of San Jose will talk on "Port San Jose" at Tuesday noon luncheon, and Earl Townsend will be program chairman.

**Bridge Club Meets
With Mrs. Knappen**

Mrs. Richard Knappen entertained the members of her bridge club last Thursday evening at her home on Campbell avenue. Previously several of the members enjoyed a Chinese dinner in San Jose.

After an evening of cards the scores were added and Mrs. William Ohlen took high prize, Mrs. Horace Lea second, and Mrs. Julius Bachman consolation. Light refreshments were served at midnight.

Others present were Mrs. Floyd Bohnett, Mrs. Frank Anderson, Mrs. Percy Dunlap and Mrs. Herbert Gardner.

Next Wednesday, Nov. 6, at the Campbell grammar school at 8 p. m., Prof. George Stone of San Jose State will give his second talk with artistically colored stereopticon views, the subject being "Italy." Prof. Stone saw much of Italy while there taking pictures. He is a very entertaining lecturer and there is not a dry moment in his talk. Do not miss this lecture.

W. N. Lloyd is having a swim tank poured at his home on Hamilton avenue. The new plunge will be 25x60 feet and 9 feet deep at the lower end.

FOR SALE—Two small hand looms. I also make parts for various sized looms. Phone Campbell 3-J. C. T. Fawcett.

ner, Martha Vaughn and Frank Ono.

A Japanese club has been organized in the high school through the efforts of Frank Miyahara. The club held its first meeting last Friday with Mr. York and Mr. Lewis as faculty advisers. The group elected Frank Ono as president, Taru Ogino as vice president, Helen Yuci as secretary-treasurer, and Samito Morio as reporter. It was decided that the regular meeting days will be the first and third Fridays of each month.

**Willow Glen
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Show Starts Evenings - 6:45
Saturday Matinee - 2 P. M.
Continuous Performance Sundays & Holidays from 2 P. M.

FRIDAY - SATURDAY
NOVEMBER 1, 2
GLORIA STUART - JOHN BEAL
In

"LADDIE"
Also MAE CLARK
In

"SILK HAT KID"
Also MAE CLARK
In

"Fighting Kit Carson"
A Serial
Saturday Matinee Only
News - Short Subject

SUNDAY - MONDAY
NOVEMBER 3, 4
JOAN BLONDELL
GLENNA FARRELL
In

"We're In the Money"
Also GILBERT ROLAND
MONA BARRIE
In

"Ladies Love Danger"
NEWS - SHORT SUBJECT
TUES. WED. THURS.
NOVEMBER 5, 6, 7

JAMES CAGNEY - PAT O'BRIEN
In

"THE IRISH IN US"
Also ANN SOTHERN GENE RAYMOND
In

"HOORAY FOR LOVE"
Also ANN SOTHERN GENE RAYMOND
In

NEWS - SHORT SUBJECT

DICK BURNS

UNLESS YOU BUY THEM NEW
YOU CANNOT BUY CLEANER CARS
WHOLESALE PRICES This Week

1934 Plymouth Coupe	\$450
1931 De Soto Sedan	350
1929 Ford Coupe	145
1931 Chev. Sport Coupe 6 w.w.	265
1928 Chevrolet Sedan	150
1930 Ford Town Sedan	275
1929 Ford Coach, trunk	150
1928 Chrysler 62 Sedan	195
1928 Dodge Victory Sedan	135
1929 De Soto 6 Rdstr., 6 w.w.	175
1931 Pontiac Standard Coupe	250
1931 Ford Coach	195
1929 Chevrolet Sedan	195
1930 Chevrolet Coach	150
1931 Nash Single Six Spt. Coupe, Very Clean, 6 w.w.	250
1933 Chevrolet Town Sedan, Like New, 6 w.w.	495

Dealers Invited

50 Cars to choose from, all clean and ready to go
You will find the finest merchandise on the Pacific Coast

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Except Sunday

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SAN JOSE**

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6 P. M. to 9 P. M.
WATCH FOR DAILY ADVERTISEMENT
2 P. M. — SAN JOSE EVENING NEWS

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If It's A Question
Of Health**

Since 1799 thousands of people have regained their normal health after years of suffering from stomach troubles of all types, such as constipation, indigestion, gas and sour stomach which are the basic factors of such maladies as high blood pressure, rheumatism, periodic headaches, pimples on face and body, pains in the back, liver, kidney and bladder disorder, exhaustion, loss of sleep and appetite. Those sufferers have not used any man-made injurious chemicals or drugs of any kind; they have only used a remedy made by nature. This marvelous product grows on the highest mountain peaks, where it absorbs all the healing elements and vitamins from the sun to aid HUMANITY in distress.

It is composed of 19 kinds of natural leaves, seeds, berries and flowers scientifically and proportionately mixed and is known as LION CROSS HERB TEA.

LION CROSS HERB TEA tastes delicious, acts wonderfully upon your system, and is safe even for children. Prepare it fresh like any ordinary tea and drink a glassful once a day, hot or cold.

A one dollar treatment accomplishes WONDERS; makes you look and feel like new born. If you are not as yet familiar with the beneficial effects of this natural remedy LION CROSS HERB TEA try it at once and convince yourself. If not satisfactory money refunded to you. Try it and convince yourself with our money-back guarantee.

One Week Treatment \$1.00

Six Weeks Treatment \$5.00

In order to avoid mistakes in getting the genuine LION CROSS HERB TEA, please fill out the attached coupon.

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Gentlemen:
Enclosed find \$..... for which please send me
..... treatments of the famous LION CROSS
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CORDIALLY
INVITED
TO
INSPECT
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NEW

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Complete
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San Jose, Calif.



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PUMPS - STRAPS
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All these shoes taken from our
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\$2.25 shoes

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SHOES \$1.99
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World's famous welts.

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And Play
SIZES 8 12 TO 11 1-2
SIZES 12 TO 2 \$1.19

Everyone should invest in these phenomenal
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family and Save—Save—Save!

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KUSTOM
"THE BEST FOR LESS ALWAYS"
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PROTECTION

MARKET NEWS

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ON THE STAGE!
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AND NEW YORK WITH
ALL OF ITS EXOTIC
AND SPECTACULAR
SPLENDOR!
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35-PARIS BEAUTIES-35
GIANT DOUBLE STAGE
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DANSEUSE FROM MONTMARTRE

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SUNSHINE DANCER

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"THE GIRL IN THE
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See a live, 3-foot girl, in an
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4 Big Shows Daily
Prices for this special attraction

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(Plus Tax)

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THE
SCREEN

Major
First Run
Preview

"SOCIETY
FEVER"

LOIS WILSON
GRANT WITHERS

HELD OVER TODAY BY PUBLIC DEMAND

Shirley Temple IN "Curly Top"

SECOND HIT

"Port of Lost Dreams," with Bill Boyd

On the Stage Tonight at 9 P. M.

Eddie La Montagne, Talent Scout for KFRC

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	REG. PRICE	SALE PRICE
1934 Chrysler 6 De Luxe Sedan	\$775	\$695
1934 Chrysler 8 Airflow Sedan	995	750
1933 Chevrolet 6 Coach (Perfect)	495	395
1932 Ford V-8 De Luxe Sedan	445	365
1932 Chevrolet 2-door Sedan, 6 Wheels, Clean		395
1931 De Soto 6 Sedan (Bargain)	445	365
Chevrolet 6 Sedan (33 Wheels)	350	295
1930 Buick 6 Sport Coupe	350	295
1930 Pontiac 6 4-door Sedan	350	295
1930 Chevrolet 6 Coupe	250	195
1931 Ford Sport Coupe	275	245
1930 De Soto 6 Coach	250	195
1930 Chevrolet 6 Coach	250	175
1930 Ford Sedan	295	225
1929 Durant 4 Sedan	150	65

Also 10 CHEAP CARS from \$25 to \$95

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OPEN UNTIL 10 TONIGHT FOR YOUR CONVENIENCE

Small Down and Reasonable Payments.

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OUR FIRST REAL SALE

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THURS., FRI. and SAT. SPECIALS

Sanka Coffee, 1 lb. can	43c
Westlake Pumpkin, No. 2 1-2	10c
Martinelli's Cider, 1-2 gal. 37c; gal.	59c
Campfire Marshmallows, 1 lb. pkg.	17c
Hormel Chile Con Carne, 16-oz. can	16c
OXYDOL, lrg. pkg.	22 1-2c
Folger's Coffee, 1 lb. 28c; 2 lb.	54c
Globe A-I Pancake Flour, 40-oz.	19c
Briardale Ground Chocolate, 1 lb.	28c
Briardale Mayonnaise, 1-2 pt. 15c; pt. 25c, quart	45c
White King Bar Soap, 10 for	31c
Softasilk Cake Flour, lrg.	29c
Westlake Beets, SL, No. 2's	10c
Westlake Brooms	69c
Royal Baking Powder, 12-oz. can	31c
White Rover Dog Food, No. 1's, 3 for	23c

FIELD'S STORE

PHONE 127

SERVICE and DEPENDABILITY

BOYS & GIRLS—A football, roller skates or pearl necklace for you. No money needed. Write for details. **HOME SPEC. CO.**, 3953 **PIEDMONT, OAKLAND, CAL.**

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FORTUNES WAITING YOU

If all the hundreds of thousands who believe they are being illegally restrained from enjoying the benefits of ancient estates were suddenly to have their claims recognized, between five and six billions of dollars' worth of the most valuable property in the important cities of the world would change hands overnight! For, according to these claimants, some of the biggest skyscrapers are but squatters on their property. Involved prominently in their calculations are such well-known landmarks as Central park, the Post Office building, the Empire State building and most of Wall Street in New York city; the site of San Francisco; the chief street of Birmingham, Ala.; the main stem of Wilmington, Del.; and the business sections of both Baltimore and Philadelphia. Nearly all claims of this kind have been declared invalid by the courts, but the heirs still refuse to lose hope.—Mary Margaret McBride in Cosmopolitan.

Evens Up

There are strong, silent men, but if you ever meet a strong silent woman it is usually one who has married a man who talks incessantly.

DOCTORS KNOW

Mothers read this:



A cleansing dose today; a smaller quantity tomorrow; less each time, until bowels need no help at all.

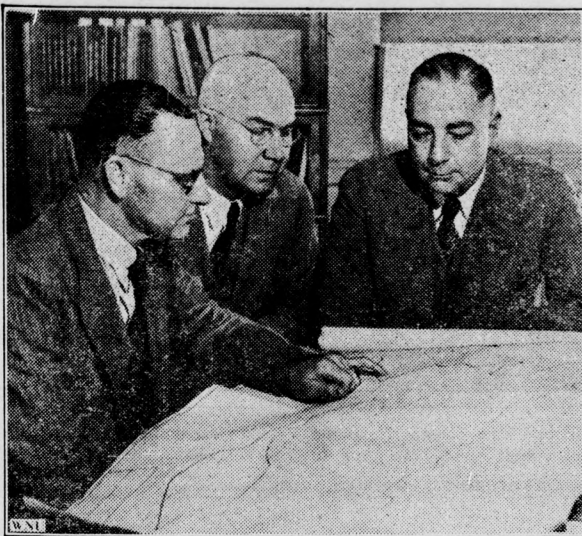
Why do people come home from a hospital with bowels working like a well-regulated watch?

The answer is simple, and it's the answer to all your bowel worries if you will only realize it: many doctors and hospitals use liquid laxatives.

If you knew what a doctor knows, you would use only the liquid form. A liquid can always be taken in gradually reduced doses. Reduced dosage is the secret of any real relief from constipation.

Ask a doctor about this. Ask your druggist how very popular liquid laxatives have become. They give the right kind of help, and right amount of help. The liquid laxative generally used is Dr. Caldwell's Syrup Pepsin. It contains senna and cascara — both natural laxatives that can form no habit, even in children. So, try Syrup Pepsin. You just take regulated doses till Nature restores regularity.

PROJECT CHIEFS TALK IT OVER



Here are the three gentlemen who will be in charge of California's \$170,000,000 Central Valley Water Project which will start shortly. Left to right are Walker R. Young, ace construction engineer for the Federal Bureau of Reclamation who will head the engineering staff, J. N. Savage, the bureau's chief designing engineer, and L. M. McClellan, chief electrical engineer. Young, who supervised construction of Boulder Dam, will establish headquarters at Sacramento about November 1.

MONUMENTS TO MIGHT OF FLAMES



Photo shows all that is left of a movie star's home at exclusive Malibu Beach, grim monuments to the power of flames which consumed several million dollars worth of property in southern California recently. In the background is the Pacific Ocean. Fires, spread by high winds, were fought over a 50-mile area from Malibu to Altadena.

State Delegate



Above is Paul J. Lichtenfels, California's Townsend leader, as he looked at the Chicago Townsend Old Age Pension Club convention. At the convention, Dr. F. E. Townsend, founder of the movement, told 5,000 enthusiastic delegates that, "Our plan is the only hope of a distracted nation."

Shipments of grapes from Roseville dropped following decline of harvest peak.

Keeps Daughter



After three months of litigation, Cinematress Ann Harding, above, has won the sole custody of 7-year-old Jane Bannister, daughter by her ex-husband, Harry C. Bannister.

TOPNOTCHERS by KET



Winner of Air Classic
Harold Neumann, flying for the first time in the Thompson Trophy race, averaged 220.194 M.P.H.

Neumann flew the same plane "Mister Mulligan" that Ben O'Howard won the Bendix Trophy Illinois with two days before.

3RD OF FAMILIES CHILDLESS

One in every three married couples in the United States now is classed as childless by the census bureau at Washington. The last exact count was made in 1930, when the percentage of couples without children stood at 31.9. Estimates based on new studies place the present figure at more than 33 per cent. These estimates apply to so-called "normal" families. They do not include families broken by divorce or death. Of

23,352,000 American married couples in 1930, 7,447,328 couples had no children. Those couples having one child numbered 5,254,863, or 22.5 per cent. Those having two children each numbered, 4,246,459; three children each, 2,650,730, and four or more children, 3,753,610.—Capper's Weekly.

True Dignity

True dignity is never gained by place, and never lost when honors are withdrawn.—Massinger.

OLD WATER SYSTEM

Beliakan, a city which existed up to the Fifth century in the Steppes, is being excavated. An ancient irrigation system was found so well preserved that it could be used today.

Reaction of Motives

Motives by excess reverse their very nature, and instead of exciting, stun and stupefy the mind.—Coleridge.

"My baking gets more bouquets—and I save, too!"

SAYS MRS. C. H. McINTOSH, 854 EASTWOOD AVENUE, CHICAGO, ILL.

Lowest Prices Ever on Calumet Baking Powder!

"It's certainly good news that Calumet is selling at new low prices," Mrs. McIntosh says. "I do a lot of baking, and when I can get a full pound can of reliable Calumet for only 25c, I'm pretty pleased with myself!"

Herson Jack settles down to some of Mother's famous coffee cake, and pays for it with a big smile.

AND LOOK AT THE NEW CAN! A simple twist...and the Easy-Opening Top lifts off. No delay, no spilling, no broken fingernails!



WHY IS CALUMET DIFFERENT from other baking powders? Why do you have to use only one level teaspoonful of Calumet to a cup of sifted flour in most recipes? Because Calumet combines two distinct leavening actions. A quick action for the mixing bowl—set free by liquid. A slower action for the oven—set free by heat.

New! Big 10¢ Can!...

Calumet, the Double-Acting Baking Powder, is now selling at the lowest prices ever...The new-size can is yours for a dime! And the regular price of the Full-Pound Can is only 25c! A product of General Foods.

DIZZY DEAN keeps a promise!



Boys! Girls!... Get Valuable Prizes Free!

Dizzy Dean Winners Membership Pin. Solid bronze, with red enameled lettering. Free for 1 Grape-Nuts package-top. In sending for membership pin, ask for Prize 301.

Dizzy Dean Winners Ring. Something you'll prize, 24-karat gold-plated. Free for 2 Grape-Nuts package-tops. In ordering ring, be sure to ask for Prize 307.



A Product of General Foods

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Most convenient Downtown Hotel
CORNER SIXTH & GRAND
New Low Rates
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One Person.....\$2.00
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All outside rooms—All with bath
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Powell and Ellis St.
Located in the Heart of Everything
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With Detached Bath
1 Person.....\$1.50
2 Persons..... 2.00
With Private Bath
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2 Persons..... 2.50
Free Bus-Free Garage-Free Taxi

WNU-12

44-35

Quick, Complete Pleasant ELIMINATION

Let's be frank. There's only one way for your body to rid itself of the waste matters that cause acidity, gas, headaches, bloated feelings and a dozen other discomforts—your intestines must function.

To make them move quickly, pleasantly, completely, without griping. Thousands of physicians recommend Milnesia Wafers. (Dentists recommend Milnesia wafers as an efficient remedy for mouth acidity.)

These mint flavored candy-like wafers are pure milk of magnesia. Each wafer is approximately equal to a full adult dose of liquid milk of magnesia. Chewed thoroughly in accordance with the directions on the bottle or tin, then swallowed, they correct acidity, bad breath, flatulence, at their source and at the same time enable quick, complete, pleasant elimination.

Milnesia Wafers come in bottles of 20 and 48 wafers, at 35c and 60c respectively, or in convenient tins containing 12 at 20c. Each wafer is approximately an adult dose of milk of magnesia. All good drug stores carry them. Start using these delicious, effective wafers today.

Professional samples sent free to registered physicians or dentists if request is made on professional letter head.

SELECT PRODUCTS, Incorporated
4402 23rd St., Long Island City, N. Y.

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The Original MILK OF MAGNESIA WAFERS

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REPAIRS**

**IF YOU CAN'T FIX IT
BRING IT TO US**
No man living can FILE
a lawn mower
Phone Santa CLARA 232-W
1970 THE ALAMEDA

TEACHERS Take Notice—A nice
nearly new garage for rent. See
Mrs. Swenson, at rear, 48 Fourth
street. 2tp

YOU KNOW ME, AL

WELL, ME AND THE
MISSUS HAD ANOTHER
THREE MILLION DOLLAR
BATTLE THIS MORNING
OVER THE BOSS QUESTION
I TOLD HER I WAS
GIVING THE JOINT FOR
HER. I JUST SENT HER
SOME "DUGAN"
SHE FELL FOR IT AND
SIGNED.



SAY, KID, WANT TO GET A
GOOD LAUGH—SHOW THIS
WIRE TO KEEFE—I WROTE
IT MYSELF. TELL HIM
YOU CAN'T MAKE
IT OUT.



Dead Only From the Neck Up

By RING LARDNER

WHAT'S THIS ??
"DEAR MR. DUGAN—
JACK WAS AN AWFUL
DODO ANYWAY—
IT WAS AN EASY
WAY TO GET RID
OF HIM."
MRS. KEEFE



SAY ? WHAT DO
YOU MEAN BY
SENDING A
TELEGRAM
LIKE THIS
TO DUGAN ?
OH, JACK
DEAR—YOU
AREN'T DEAD
THERE MUST
BE SOME
MISTAKE—
I DIDN'T SEND
THAT

Pentecostal
Mission

The morning worship and communion will begin at 11 a. m. Sunday. George A. Wagner, pastor, will speak on "Self-Examination." The evangelistic service commences at 7:30 p. m. William O. Koenig will speak on "The Unemployed In Heaven." There will be special music at both services.

Sunday school for all ages at 9:45 a. m.

A special meeting for the children is held every Saturday afternoon at 2:30. Candy is given to all the children. Another special service is in progress every Wednesday evening at 7:30. All are welcome to these services.

Willow Glen
Theater

One of the most sympathetic of all love stories is brought to the screen in "Laddie," based on Gene Stratton-Porter's world famous novel, showing Friday and Saturday, Nov. 1 and 2. How an American farmer's boy who courted an English nobleman's daughter, and how, against the odds of caste and bitter opposition, won her as his bride, are vividly painted against the canvas of a homely rural scene.

With John Beal, Gloria Stuart and Charlotte Henry as principals, "Laddie" was given by RKO- Radio, the makers of "Little Women." Its producer was Pandro S. Ber- man, and its director George Stevens.

Warner Bros.' hilarious comedy, "We're In the Money," opens Sunday and Monday, Nov. 3 and 4, with that inimitable trio of comedians, Joan Blondell, Glenda Farrell and Hugh Herbert in the stellar roles.

The picture concerns the efforts of two chiseling girls, Joan Blondell and Glenda Farrell, to serve subpoenas on wealthy men in breach of promise suits.

They work for a shyster lawyer, played by Hugh Herbert, who is so absent-minded he frequently forgets which side he is on.

Phil Regan sings a catchy air written especially for the picture by the famous team of Wrubel and Dixon. Man Mountain Dean and Chief Little Wolf, playing in their own characters, stage a most hilarious as well as thrilling wrestling match.

"The Irish In Us," coming Tuesday, Wednesday and Thursday, Nov. 5, 6, and 7, is a story of a typical New York Irish family, a mother and three sons. The boys are always in a continuous wrangle but with a deep love for each other underneath. It is filled with riotous comedy, tense drama and pathos, and a most unusual romance.

James Cagney, Pat O'Brien and McHugh, three Irish lads, have the leading roles while others in the cast include Mary Gordon, Olivia de Havilland, J. Farrell MacDonald, Al Hill and Thomas Jackson.

Group 2 of the Congregational guild will meet Thursday, Nov. 7, with Mrs. David Sanders on Budd avenue.

Mr. and Mrs. Melford B. Waldo are rejoicing over the birth of a daughter, Beverly Diane, at the O'Connor sanitarium, on the evening of Oct. 28. The little lady entered the world with a good start, weighing 8 pounds 12 ounces. Mrs. Waldo was the former Elin Farman, and the fond grandmother, aunts and uncle are all happy over the first girl baby.

Hon. Arthur M. Free will be guest speaker at the meeting of the Country Woman's club Monday, Nov. 4, at 3 o'clock. Mr. Free will have for his topic, "America First." The program hour will be in charge of Mrs. J. C. Ainsley, Mrs. W. F. Grattan, Mrs. E. I. Price and Mrs. J. B. Strong.

Mrs. D. H. Cramer will be hostess to the Pundita circle next Wednesday at her home on Winchester road. Mrs. Rose Hanger and Mrs. M. E. Mumma will assist with the program and tea.

C. T. Fawcett enjoyed a visit yesterday with his old friend and co-worker, Dan Kercher of Berkeley, who came down for the day. In their younger days both men worked in a sash and door factory at St. Cloud, Minn.

It is reported that Sally Rand is going to be starred in the drama "Rain." We suppose she will use an umbrella instead of a fan.

Mr. and Mrs. Chamberlin of the Fresno where they will remain til his recovery from his recent injury.
Sprouse-Reitz store have gone to with Mr. Chamberlin's parents un-

REDUCED
ELECTRIC RATES

TO OUR CUSTOMERS:

Pacific Gas and Electric Company is pleased to announce another reduction in electric rates amounting to approximately \$4,000,000 per year.

Beginning with January bills lower rates will become effective for household electric service, for commercial lighting, and for power service for large commercial and industrial establishments.

Of the \$4,000,000 represented by the reduction, \$2,000,000 per year will go to domestic customers, \$1,000,000 to commercial lighting customers, and \$1,000,000 to power customers.

The top lighting rate in incorporated cities and towns is lowered from 4.5 cents to 4 cents per kilowatt hour, and the second block from 3.5 cents to 2.5 cents per kilowatt hour, both blocks being slightly lengthened. Domestic customers who use 60 kilowatt hours per month, which is the average domestic consumption, will benefit by a 10.7 per cent reduction. In rural districts the rates for both first and second blocks are reduced one-half cent per kilowatt hour, these blocks also being somewhat extended.

A year ago, when we offered a special inducement rate to encourage increased use of electricity, we said, "It is our hope and expectation that this offer will so stimulate the use of electricity as to justify a reduction in the regular schedules." This hope has been realized. There has been a gratifying increased use which has helped to make possible the present reduction.

Increased consumption, however, does not tell the whole story. During recent months we have substantially reduced bond interest charges. We have consolidated properties and lowered operating costs. We have put economies into effect in every department. These savings we are now passing along to our customers in lower rates.

We are counting, too, on better business conditions and these reduced rates to stimulate greater use of electricity.

We are making this reduction despite continued increases in taxes, well illustrated by the fact that in 1934 the company paid \$1,146,000 more in taxes, federal, state, and local, than in the preceding year.

The trend of our rates is and always has been downward. Going back only eight years, the company in 1928 reduced its charges \$2,418,900 per year. This was followed in 1930 by another reduction of \$3,020,000 per year. This year customers will save \$1,600,000 through the temporary inducement rate. The present reduction will save an additional \$3,924,000 per year. These successive rate reductions will represent accumulated savings to our electric customers of \$54,621,000 by the end of 1936.

These new rates will enable our customers to enjoy greater electric comforts and conveniences. We are especially gratified to be able to reduce the cost of electric service at this time when general costs of living are steadily rising.

A. F. HOCKENBEAMER, President

P. M. DOWNING,

First Vice-President and General Manager

P.G. and E.

PACIFIC GAS AND ELECTRIC COMPANY

Owned • Operated • Managed by Californians

TAXES . . .
are payable

FOR THE FISCAL YEAR 1935-1936

THE FIRST INSTALLMENT

of taxes, including tax on all personal property secured by real estate and one-half of the tax on real property, becomes due on November 1, 1935, and is delinquent on December 5, 1935, after which date a penalty of 8 per cent is added.

THE SECOND INSTALLMENT

comprising the remaining one-half of the tax on real property is due on January 20, 1936, and becomes delinquent on April 20, 1936, after which time a further penalty of 3 per cent is added to all unpaid taxes.

BOTH INSTALLMENTS

of taxes may be paid in one remittance with the first installment, if desired, any time after October 25, 1935, at the Tax Collector's office in San Jose.

TAXES MAY BE PAID BY MAIL

if it is inconvenient for you to call at the Tax Office. For the further convenience of taxpayers, the Tax Collector will be at

CAMPBELL

At the American Trust Company Bank on November 7, 1935 During Banking Hours

Roy P. Emerson

TAX COLLECTOR OF SANTA CLARA COUNTY

IMPORTANT . . .

Original Tax Bills Mailed to Tax Payers Must be Returned When Paying Taxes.